

Authors Index Volume 5, 1988

- Aaker, D. A., Stayman, D. M., and Vezina, R.: Identifying Feelings Elicited by Advertising, 1
- Alden, D. L.: see Green, R. T.
- Berger, P. D.: see Jaffe, L. J.
- Brennan, J. M.: see Synodinos, N. E.
- Bush, A. J., and Lucas, G. H.: Personality Profiles of Marketing vs. R&D Managers, 17
- Cobb-Walgren, C. J.: see Hoyer, W. D.
- Debevec, K. and Iyer, E.: Self-Referencing as a Mediator of the Effectiveness of Sex-Role Portrayals in Advertising, 71
- Deighton, J. and Schindler, R. M.: Can Advertising Influence Experience?, 103
- Ensley, E. E.: see Smart, D. T.
- Gardner, M. P. and Hill, R. P.: Consumers' Mood States: Antecedents and Consequences of Experiential versus Informational Strategies for Brand Choice, 169
- Green, R. T. and Alden, D. L.: Functional Equivalence in Cross-Cultural Consumer Behavior: Gift Giving in Japan and the United States, 155
- Greenwald, A. G.: see Pratkanis, A. R.

AUTHOR'S INDEX

- Hill, R. P.: see Gardner, M. P.
- Horne, D. A.: see Johnson, M. D.
- Hoyer, W. D. and Cobb-Walgren, C. J.:
Consumer Decision Making Across
Product Categories: The Influence of
Task Environment, 45
- Iyer, E.: see Debevec, K.
- Jaffe, L. J. and Berger, P. D.: Impact
on Purchase Intent of Sex-Role Identity
and Product Positioning, 259
- Johnson, M. D. and Horne, D. A.: The
Contrast Model of Similarity and
Comparative Advertising, 211
- Kardes, F. R.: A Nonreactive Measure
of Inferential Beliefs, 273
- Lessne, G. J. and Notarantonio, E. M.:
The Effect of Limits in Retail Advertisements:
A Reactance Theory Perspective, 33
- Lucas, G. H.: see Bush, A. J.
- Merikle, P. M. Subliminal Auditory
Messages: An Evaluation, 355
- Moore, T. E.: The Case Against Subliminal
Manipulation, 297
- Notarantonio, E. M.: see Lessne, G. J.
- Pratkanis, A. R. and Greenwald, A. G.:
Recent Perspectives on Unconscious
Processing: Still No Marketing Applications,
337
- Ringold, D. J.: Consumer Response to
Product Withdrawal: The Reformulation
of Coca-Cola, 189
- Schindler, R. M.: see Deighton, J.
- Smart, D. T. and Ensley, E. E.: Timing
of Negative Disclosures and Attitudinal
Consequences, 139
- Solomon, M. R.: Mapping Product
Constellations: A Social Categorization
Approach to Consumption Symbolism,
233
- Stayman, D. M.: see Aaker, D. A.
- Stern, B. B.: Sex-Role Self-Concept
Measures and Marketing: A Research
Note, 85
- Synodinos, N. E.: Review and Appraisal
of Subliminal Perception Within the
Context of Signal Detection Theory,
317
- Synodinos, N. E. and Brennan, J. M.:
Computer Interactive Interviewing in
Survey Research, 117
- Vezina, R.: see Aaker, D. A.

